

Serial No. 09/372,898

### Remarks Regarding the Amendments and the Official Communication

The applicant thanks the Office for its care review of this case to date and apologizes for the errors present in the previous response. In this preliminary amendment, claims 1, 6, 33, 45 and 56 have been amended, claims 2-5, 7-32, 34-44, 46-55 and 57-92 have been canceled and new claims 94-104 have been added. Claim 93 remains as previously submitted. Through these amendments, cancellations and additions, the applicant is not conceding to the arguments that have been presented by the Office, but rather is focusing on a different aspect of the invention that is not in any manner disclosed in the cited references. Therefore, applicant greatly appreciates the Offices consideration of the presently submitted claims.

### Structure of the Claims

To assist the Office in reviewing the presently submitted claims, the following claim structure is provided:

Independent Claims:

<u>1</u>	<u>33</u>	<u>45</u>	<u>56</u>
6	101		
93	102		
94	103		
95	104		
96			
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98			
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100			

### Substance of Applicant's Amendments

The main aspect that has been added into the claims is that the content segments that are

**Serial No. 09/372,898**

loaded down into the playback device can be further segmented into sub-segments. When response information is generated, the response information can be associated with a particular portion of the content segment or with a sub-segment. One of the claimed methods to accomplish this is with a time-stamp that occurs during a particular portion of the content segment. Further, the response information can be used to generate different actions depending on what portion of the content segment with which the response information is associated. Some of the claims even specifically state that during one portion, the response information may trigger a purchase transaction, put a user on a mailing list or cause further information to be sent to the user.

The applicant respectfully submits that the references cited by the Office do not describe, suggest or teach these aspects of the invention. Thus, the applicant submits the presently submitted claim are in condition for allowance and requests the Office's consideration of the same.

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**Response to Office's Objections and Rejections**

In the Official Communication, the Office objected to the drawings stating that the drawings did not support the raw data conversion. Without agreeing with the Office's characterization of the drawings, the applicants have canceled each of the claims that included this feature and thus, this Office's objection under 37 CFR 1.83(a) should be removed.

The Office has rejected claims 33-34, 43-45, 47, 50-58 and 62-64 under 35 U.S.C 102(b) based on U.S. Patent Number 5,732,216. Without conceding the correctness of the Office's rejection, claim 33, 45 and 56 have been amended to overcome this rejection. The remaining claims have been canceled.

The Office has rejected claims 1-3, 5-15 and 93 under 35 U.S.C. 103(a) under U.S. Patent

**Serial No. 09/372,898**

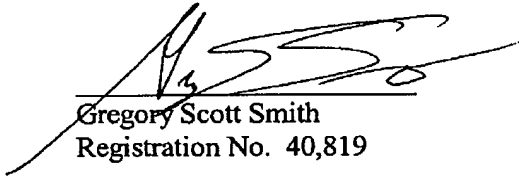
Number 5,732,216 in view of U.S. Patent Number 6, 055,566. Without conceding the correctness of the Office's rejection, claims 1 and 6 have been amended to overcome this rejection. The remaining claims have been canceled.

**Conclusion**

Each of the issues raised by the Office has been specifically and fully addressed. The applicant requests the Office to enter this preliminary amendment into the record and continue prosecution of this application. The applicant submits that the presently submitted claims are in condition for allowance and appreciates the Office's full consideration.

If the Examiner believes that there are any issues regarding this case or the claims that can be resolved by a telephone conference, or that there are any informalities that can be corrected by an Examiner's amendment, please call Gregory Smith at (770) 804-9070.

Respectfully submitted,



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